



PROGRAMME

SUNDAY, AUGUST 30, 2015

Arrival of the participants (no transfers will be organised)

ACCOMMODATION AND MEETING:

NEPTUN HOTEL DUBROVNIK

Kardinala Stepinca 31
HR – 20000 DUBROVNIK
Tel.: +385 20 440 – 100
www.importanneresort.com

18:30 - 19:30 *ELU* working documents presented to the participants at the EL welcome desk located in the hotel lobby.

19:45 Cocktail

20:15 BBQ at the hotel lounge terrace “On the Rocks”



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MONDAY, AUGUST 31, 2015

09:00 – 09:45 Meeting room: Banquet Hall Coral

Welcome addresses

Mr. Ray **BATES**, EL Honorary President and
Mr. Danijel **FERIĆ**, Chairman of the Board of
Hrvatska Lutrija d.o.o.

Introduction of participants / objectives
Background to the Lottery business in
Europe

Mr. Tony **JONES**, EL Moderator

09:45 – 10:30

Monopolies in a Competitive World

ELU Keynote Speaker

Mr. Ray **BATES**, EL Honorary President

10:30 – 11:00 Coffee Break

11:00 – 11:45

Future Challenges and Opportunities of the
Licensed Lottery and Sports Betting Operators

ELU Keynote Speaker

Mr. Reidar **NORDBY**, Jr.
Consultant, Nordby Associates, Norway

11:45 – 12:30

Strategic planning

Mr. Tony **JONES**

Lottery Organisation
Including a Group Workshop CS I

12:30 – 13:15 Buffet lunch in restaurant Mediterraneo

13:15 – 14:45 Games

Introduction to games and game mechanics

Mr. Ray **BATES**

Design a scratch game
including group presentations

14:45 – 15:15 Coffee Break

15:15 – 16:45

Multijurisdictional games and Internet games

ELU Keynote Speaker

Mr. Adam **BARRY**
Commercial Programme Manager, Camelot Global

Digital marketing and lotteries

Mr. Adam **BARRY**

16:45 – 17:30

Game strategy and Case Study II

Mr. Tony **JONES**



SIGHTSEEING OF DUBROVNIK

18:00 Departure from the hotel by bus

Guided walking city tour (wear comfortable shoes)

20:00 Dinner in restaurant



~22:45 Return to the hotel by bus

TUESDAY, SEPTEMBER 1, 2015

09:00 – 10:00

New Technology Trends

ELU Keynote Speaker

Mr. Georges **NAHON**
CEO R&D, France Telecom, San Francisco, USA

10:00 – 10:45

Marketing Technique
and Brand Positioning

ELU Keynote Speaker

Mr. Marc **FREDERIX**
Director Marketing, Sponsoring & External Communication
National Lottery, Belgium

10:45 – 11:15 Coffee Break

11:15 – 12:00

Successes and core challenges in retail channels

ELU Keynote Speaker

Ms. Emanuela **CORSI**, Trade Strategy & Analysis Manager
Lottomatica, Italy

12:00 – 12:30

How to request proposals, evaluate
and award contracts

Mr. Ray **BATES**

12:30 – 13:30 Buffet lunch in restaurant Mediterraneo

13:30 – 14:00

Social media – Case study III

Mr. Tony **JONES**

14:00 – 14:45

Risk Management and business continuity

ELU Keynote Speaker

Dr. Evangelos **COSMIDIS**
General Manager Financial, Administration and
Engineering, OPAP Services S.A., Greece

14:45 – 15:30

Connecting with the consumer
via events and social media

ELU Keynote Speaker

Mr. Marc **FREDERIX**

15:30 – 16:00 Coffee Break

16:00 – 16:30

Launching a new game
Case Study IV

Mr. Tony **JONES**

16:30 – 17:30

What if all goes wrong?
Case Study V

Mr. Tony **JONES**

19:45 Departure from the hotel on foot (10 minutes walk)

20:00 Dinner in restaurant LEVANAT

~22:30 Return to the hotel on foot



WEDNESDAY, SEPTEMBER 2, 2015**09:00 – 10:45**Corporate Social Responsibility
& Case StudyMs Bettina **DI LELLO**,
CSR Manager, Loterie Romande, SwitzerlandMs Laura **DA SILVA GOMES**
Consultant, Silverfish CSR Ltd., UK

Discussion

10:45 – 11:15 Coffee Break**11:15 – 12:15**Financial management and control
Case Study VIMr. Tony **JONES****12:15 – 12:30**

Hosting Lottery presentation

Mr. Danijel **FERIĆ**, Chairman of the Board of
Hrvatska Lutrija d.o.o.**12:30 – 13:30 Buffet lunch in restaurant Mediterraneo**

Excursion organised by the hosting Lottery

*14:00 Departure of the hotel by bus****VISITS ALL AFTERNOON – Park Orsula, Cavtat, Old Mill & “Stupa”*****19:45 Dinner in restaurant****KONAVOSKI
DVORI** *~23:00 Return to the hotel by bus*

THURSDAY, SEPTEMBER 3, 2015

09:00 – 10:00

Legal matters
“The new legal scene: Future of the Lotteries”
Discussion Q/A session

ELU Keynote Speaker

Mr. Philippe **VLAEMMINCK**
EL Legal Adviser

10:00 – 10:45

Communication and advertising in a Changing
Lottery World
“The impact of communication and advertising
on the position, reputation and development of
a successful Lottery?”

ELU Keynote Speaker

Mr. Reidar **NORDBY**, Jr.
Consultant, Nordby Associates, Norway

10:45 – 11:15 Coffee Break

11:15 – 12:15

Sports Betting

ELU Keynote Speaker

Mr. Christian **KALB**
Consultant, CK Consulting, France

12:15 – 13:00

Loyalty programmes from around the world

Mr. Reidar **NORDBY**, Jr.

13:00 – 13:45 Buffet Lunch in restaurant Mediterraneo

13:45- 14:15

Panel discussion – My Lottery from A to Z
All participants

Mr. Ray **BATES**
Mr. Reidar **NORDBY**, Jr.

14:15

Introduction to major case Study VII
Work per team

Mr. Tony **JONES**

SOFT DRINKS WILL BE AVAILABLE IN THE MEETING ROOM

**20:00 Dinner in restaurant Zoë
(at the hotel)**





FRIDAY, SEPTEMBER 4, 2015

09:00 – 11:00

Presentations Case Study

Jury:

Mr. Ray **BATES**

Mr. Reidar **NORDBY, Jr.**

Mr. Tony **JONES**

11:00 – 11:30 Coffee Break

Please note that the latest check-out is 12:00

11:30 – 12:00

Feedback on group presentations

Closing remarks / conclusion of the *ELU* seminar

A snack will be served before departure **in restaurant Mediterraneo**

Departure formalities

Each participant must settle his/her extras (phone, fax, mini-bar, additional nights etc.) prior to check-out.

A link to download the presentations will be sent by email afterwards.